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IN THE CLAIMS:

Please cancel Claims 61-80, without prejudice, and  
please add new Claims 81-100 as provided in the following

Listing of Claims:

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Claims 1-80. (Canceled)

Claim 81. (New) A computer-implemented method,  
comprising:

receiving a first request by a content provider to be  
notified regarding an occurrence of an event, wherein the  
event is at least one of a request by a merchant for  
advertising space, a change in an offered price for an  
advertising space, and a change in a term or condition for an  
advertising offering;

detecting the occurrence of the event, wherein the  
occurrence of the event is automatically detected with a  
processing device;

generating a message containing information regarding the event, wherein the message is automatically generated by the processing device;

transmitting the message to a computer or a communication device associated with the content provider;

receiving a second request to create an affiliated marketing relationship between the content provider and a merchant associated with the event which was automatically detected, wherein the second request is transmitted from the computer or the communication device associated with the content provider;

processing the second request and establishing the affiliated marketing relationship between the content provider and the merchant; and

storing information regarding the affiliated marketing relationship in a database or a memory device.

Claim 82. (New) The computer-implemented method of Claim 81, wherein the message is transmitted to the computer or the communication device in real-time.

Claim 83. (New) The computer-implemented method of Claim 81, further comprising:

receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering, wherein the query is transmitted from a second computer or a second communication device, wherein the second computer or the second communication device is associated with the merchant;

processing the query and generating a second message in response to the query, wherein the second message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering; and

transmitting the second message to the second computer or the second communication device.

Claim 84. (New) The computer-implemented method of Claim 81, further comprising:

processing information regarding a purchase of an

advertisement space or an advertisement service.

Claim 85. (New) The computer-implemented method of Claim 81, further comprising:

processing information regarding a bid for an advertisement space or an advertisement service.

Claim 86. (New) The computer-implemented method of Claim 81, further comprising:

processing information regarding an auction of advertisement space or an advertisement service.

Claim 87. (New) The computer-implemented method of Claim 81, further comprising:

receiving a query regarding an available at least one of an advertisement space, an advertisement rate, a commission, a referral fee, a term or condition of an advertisement offering, and an affiliated marketing relationship, wherein the query is transmitted from a second computer or a second communication device, wherein the second

computer or the second communication device is associated with the merchant;

processing the query and generating a second message in response to the query, wherein the second message includes information regarding at least one of an advertisement space, an advertisement rate, a commission, a referral fee, and a term or condition of an advertisement offering; and

transmitting the second message to the second computer or the second communication device.

Claim 88. (New) The computer-implemented method of Claim 81, further comprising:

determining a commission or a referral fee due to the content provider under the affiliated marketing relationship.

Claim 89. (New) The computer-implemented method of Claim 88, further comprising:

processing a payment of the commission or the referral fee owed to the content provider under the affiliated marketing relationship.

Claim 90. (New) The computer-implemented method of Claim 81, further comprising:

storing information regarding a commission or a referral fee earned by the content provider under the affiliated marketing relationship.

Claim 91. (New) The computer-implemented method of Claim 90, further comprising:

storing information regarding a payment of a commission or a referral fee to the content provider under the affiliated marketing relationship.

Claim 92. (New) The computer-implemented method of Claim 81, further comprising:

storing information regarding a past success rate of an advertisement and a success rate of the content provider.

Claim 93. (New) The computer-implemented method of Claim 81, further comprising:

processing information regarding a web site or a link visited, utilized, or navigated, by an individual or a user in connecting to a computer or a web site associated with the merchant.

Claim 94. (New) The computer-implemented method of Claim 81, further comprising:

administering a financial account for the merchant or for the content provider.

Claim 95. (New) The computer-implemented method of Claim 81, further comprising:

at least one of processing a financial transaction for the merchant or for the content provider, effectuating a payment from the merchant to the content provider, and receiving a payment on behalf of the content provider.

Claim 96. (New) The computer-implemented method of Claim 81, wherein the first request is transmitted on or over at least one of the Internet and the World Wide Web.

Claim 97. (New) The computer-implemented method of

Claim 81, wherein the message is transmitted on or over at least one of the Internet and the World Wide Web.

Claim 98. (New) The computer-implemented method of Claim 81, further comprising:

processing information regarding a transaction pursuant to the affiliated marketing relationship;

generating a transaction notification report containing information regarding the transaction and a commission or a referral fee due the content provider; and

transmitting the transaction notification report to the computer or the communication device associated with the content provider.

Claim 99. (New) The computer-implemented method of Claim 81, further comprising:

providing notification to the content provider of the occurrence of a transaction pursuant to the affiliated marketing relationship.



Claim 100. (New) The computer-implemented method of  
Claim 99, further comprising:

determining a commission or a referral fee due to the  
content provider as a result of the transaction; and

effecting a payment of the commission or the referral  
fee to the content provider.